

## Testimonials



"PPRA continues to provide new learning opportunities for me, and for my staff, and networking events that have led to long-term partnerships with other PPRA members and media throughout the region."

Danielle Cohn, Past President PPRA  
Vice President of Marketing & Communications  
Philadelphia Convention & Visitors Bureau

Join PPRA today at  
[www.ppra.net](http://www.ppra.net)



"For me, the key to success in public relations is staying connected and keeping pace with the latest innovations in the field. PPRA is the region's best organization for accomplishing both of these key goals."

David Brown  
President  
Brown Partners



## Our History

Founded in 1945, PPRA is the oldest and largest independent metropolitan public relations association in the nation. Our mission is to encourage the highest standard of excellence in the practice of public relations.

PPRA members direct and implement public relations activities for a wide range of corporations, organizations and government entities in the Greater Philadelphia region. Our members come from publicly traded and private businesses, counseling firms, government agencies, news media, museums, entertainment venues, law firms, restaurants, banks, educational institutions, public utilities, technology companies, health care institutions, and a broad assortment of non-profit organizations.



INSPIRING EXCELLENCE  
in public relations

Join the Nation's Oldest  
and Largest Independent  
Public Relations Association

## PPRA Statement of Principles

Members of the Philadelphia Public Relations Association, Inc. are dedicated through their professional activities to bringing greater understanding and communication between the many sectors of today's society.

Join PPRA today at  
[www.ppra.net](http://www.ppra.net)

We are corporate communicators, media relations specialists, writers, editors, special events planners, technology buffs, and agency account executives. **Join us today!**



Philadelphia Public Relations Association, Inc.

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[www.ppra.net](http://www.ppra.net)

*Executive Director, Denise Downing*

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Join PPRA and Invest in Your Career

PPRA offers you exposure to provocative personalities and a wide network of colleagues and friends. Be the first to learn about innovative ideas in our region, to meet important members of the media and decision makers, and to participate in exciting events and programs that reflect the wide spectrum of public relations practice today.

## PPRA Members are Committed

- To respect the public interest and the dignity of the individual;
- To deal responsibly and honestly with those we represent, with the media and with other members of our profession, and to avoid any conflict of interest;
- To engage in educational programs and research that will enhance our knowledge and proficiencies, and advance our profession;
- And to adhere to high standards of truth, accuracy, and ethical conduct in our relationship with the public.



## Membership Benefits

### Education & Social Interaction

Members have access to a wide variety of educational and social programs offered throughout the year by PPRA at special member pricing.

### Luncheon Seminars

Luncheon seminars are held through the year, bringing together top public relations professionals and media writers, editors, executives, producers, and personalities from our region and across the country. Past luncheon seminars have included SpeedPitching™, a PPRA-developed method designed to quickly hone your pitching skills.

### Social Events

Network with your colleagues at various opportunities during the year that also showcase new venues, restaurants, and other hot spots around town. PPRA often joins other organizations whose members want to meet public relations professionals. Each event is a great way to meet—and stay in touch with—your communications colleagues.

### Of-the-Moment Programs

Learn about the issues and solutions to events and current promotional efforts in our region by hearing “how they did it” from those on the inside.

### Workshops and Panels

Leading-edge topics for all public relations professionals presented in an informal atmosphere. PPRA members are often invited to other groups’ events at special member prices.

### Visibility & Prestige

Every year PPRA bestows four awards, including the Fast Track Award for an up-and-coming member with less than 10 years experience, and the Brodey Student Achievement Award for a promising communications student.

### Gold Medal Award

This annual event honors a Philadelphian who has brought national recognition to the region.

### Hall of Fame Induction

This annual award honors a PPRA member whose lifetime achievement and contributions to the industry and community exemplify the best in the industry.



INSPIRING EXCELLENCE in public relations

### Networking, News & Information

#### Membership Directory

This annual publication provides quick access to fellow PPRA members, with complete contact information for all members.

#### In Touch E-Newsletter

Our monthly e-newsletter brings you the latest information about PPRA and its members, and about happenings in the region.

#### www.ppra.net, our Online Connection

PPRA’s easy-to-use Website contains an up-to-date member directory, job center, calendar, on-line registration to PPRA events, and more.

#### PPRA List Serve & Message Board

Become part of our interactive Web-based members’ forum where you can seek information about vendors, share best practices, tips, techniques, discuss marketplace issues and trends.

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